



# Mom Blog Tour at Sweets & Snacks Expo Features All-Star Sponsors and Bloggers

NEW YORK, NEW YORK, UNITED STATES, June 5, 2018 /EINPresswire.com/ -- [Mom Blog Tour](#), a team Mom and Food Bloggers, made the rounds for its second year at Sweets and Snacks Expo in Chicago.

“

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*Kenneth Voelker, Director of Marketing, SweetWorks Confections*

The Bloggers met a select group of brands that signed on as sponsors, including Celebration by Frey, Moon Cheese, Lake Champlain Chocolates, Figgin’ Fruit, and Shrewd Food. The Bloggers attended a briefing with the National Confectioners Association, which organizes the Expo annually.

“Mom Blog Tour is a unique, cost-effective way for sponsors to get acquainted with key influencers,” said Wendy Hirschhorn, CEO of Wendy’s Bloggers and co-founder of Mom Blog Tour. “Sponsors get sharable content tailored to their needs and -

new this year – inclusion in the [Super Colossal Giveaway](#), a program designed to generate Qualified Leads.”

The Bloggers post hundreds of social shares, product reviews, original recipes, professional photographs, and videos. They drive online traffic and engage with thousands of followers, many of whom opt to hear directly from the Sponsors.

“Mom Blog Tour exceeded our expectations last year, which is why we signed up again,” said Kenneth Voelker, Director of Marketing, SweetWorks Confections. “The Bloggers really went to bat with their content, recipes, professional photography and social engagement, which garnered close to 19 million impressions and reader engagements.

More than 2,000 Bloggers from around the U.S. apply for Mom Blog Tour each year.

“My mission is, and has always been, to empower moms seeking creative ideas, adventure, farm fresh recipes and moments of joy,” said Barb Webb, an award-winning cookbook author, columnist, owner of RuralMom.com, and a Mom Blog Tour blogger. “I love collaborating with Mom Blog Tour sponsors and fellow bloggers to find new, creative and innovative ways to share ideas, products and connect with our audiences to spread sweets and snacks joy!”

Along with Webb, the Mom Blog Tour Sweets & Snacks Expo team includes Corinne Schmitt, Wondermom Wannabe; Jennifer Tammy, Sugar, Spice & Glitter; Kylee Ayotte, Kylee Cooks; Maureen Fitzgerald, Wisconsin Mommy; Melanie Kampman, The Bandit Lifestyle; Missi Perez, Life is Poppin'; Natalie Dixon, A Turtle’s Life For Me; Reesa Lewandowski, Momma Lew; and Shelley VanWitzenburg, A Magical Mess. They will continue to post social shares and blog posts for the sponsors over the next several months.

Next Stop on Mom Blog Tour!

Wendy's Bloggers is currently organizing Mom Blog Tour at Natural Products Expo East in Baltimore, September 13-15. For information, contact Wendy Hirschhorn, [wendy@wendysbloggers.com](mailto:wendy@wendysbloggers.com), 212-826-8790.

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#### About Mom Blog Tour

Co-founded in 2015 by Wendy Hirschhorn, CEO of Wendy's Bloggers, Mom Blog Tour brings some of the most influential Mom and Food Bloggers to trade shows throughout the country where they interact with brands, review new and existing products and create original, authentic and shareable content, photos and videos. The sweet spot for Mom Blog Tour is food and lifestyle. Follow the conversation at #MomBlogTourFF. For information, contact Wendy Hirschhorn, 212-826-8790 or [wendy@wendysbloggers.com](mailto:wendy@wendysbloggers.com).

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